



ZANDU CHYAVANPRASH LAUNCHES A NEW VARIANT FORTIFIED WITH NATURAL JAGGERY (GUR)

Made with precious Ayurvedic herbs, Zandu Chyavanprash Avaleha Jaggery (Gur) with No Added refined sugar is Scientifically proven for 2X Immunity

Kolkata, 19 February 2021: **Zandu**, a trusted brand with more than 100 years of ayurvedic wisdom from the house of **Emami Ltd** introduces a brand new variant of **Zandu Chyavanprash Avaleha** with the fortification of natural **Jaggery (Gur)** in the mass market for the very first time in India.

Made with 39 precious Ayurvedic herbs, **Zandu Chyavanprash Avaleha Jaggery (Gur)**, is an authentic Ayurvedic formulation derived from the Ayurvedic Literature of the *Sarangadhara Samhita*. With zero added Refined Sugar (White Sugar/Table Sugar) and prepared with natural Jaggery (Gud), it is scientifically proven for 2X Immunity.

Natural Jaggery (Gur) is known for providing essential vitamins and micro-nutrients. It helps to enhance anti-oxidants and improve respiratory health. From the point of view of health and nutrition, jaggery (Gur) is universally considered a healthier choice over refined sugar (White Sugar / Table Sugar) which is low on nutritional value with no major health benefits.

Speaking about the new offering, **Mr. Harsha V. Agarwal, Director, Emami Limited**, said, *“With the current consumer awareness and focus on healthy lifestyle, people have become more conscious about natural ayurvedic solutions which they can trust as safe. Chyavanprash is a very popular ayurvedic product known for fortifying immunity from within. Zandu Chyavanprash Avaleha Jaggery (Gur) is the first Chyavanprash brand in India that will offer consumers a choice of healthier alternative of Gur over sugar. Manufactured under high quality standards at our GMP certified plant, Zandu Chyavanprash Avaleha Jaggery (Gur) will*





bring the natural goodness of immunity levels of every member in sugar.”

jaggery and improve health, energy and a family without the ill effects of refined

About Emami Ltd

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. It is the flagship company of the diversified Emami Group.

With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4.5 million retail outlets across India through its network of ~ 3200 distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a 10% CAGR in topline for the past 10 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Pt Birju Maharaj, Shah Rukh Khan, Salman Khan, Hrithik Roshan, Shahid Kapoor, Katrina Kaif, Madhuri Dixit, Kareena Kapoor Khan, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Vidyut Jamwal, Kartik Aryaan, Varun Dhawan, Tiger Shroff, Milkha Singh, Sachin Tendulkar, Sourav Ganguly, Surya, Jr. NTR, Sania Mirza, Saina Nehwal, Bipasha Basu etc over the years.

Please visit www.emamiltd.in for further information.
